

We claim:

1. A method for increasing productivity of a business organization and customer satisfaction, comprising:

- (a) identifying and making an inventory of touchpoints;
- 5 (b) identifying projects, based upon the inventory of touchpoints;
- (c) validating and prioritizing projects based on an analysis of customers' critical requirements and overall financial impact on the business organization;
- (d) rigorously executing the prioritized projects; and
- (e) measuring increases in productivity and customer satisfaction.

10 2. The method of claim 1, further including:
designating an employee to be a core process owner, who is accountable for steps (a) through (c).

3. The method of claim 1, wherein step (a) further comprises:
entering identified touchpoints into a table;
15 listing modes of communication used to effect each identified touchpoints.

4. The method of claim 3, wherein step (b) further comprises:
analyzing the inventory of touchpoints and the modes of communications used to effect each touchpoint; and
identifying projects that eliminate touchpoints.

20 5. The method of claim 3, wherein step (b) further comprises:
analyzing the inventory of touchpoints and the modes of communications used to effect each touchpoint;
classifying touchpoints as web-enabled and non-web-enabled; and

identifying projects that convert non-web-enabled touchpoints into web-enabled touchpoints.

6. The method of claim 1, wherein step (c) further comprises:
segmenting a customer base according to modes of distribution;
5 for each customer segment, constructing a business model and a set of business goals; and

identifying customer needs that are critical to quality.

7. The method of claim 6, wherein step (c) further comprises:
validating identified projects against the identified customer needs that are critical
10 to quality.

8. The method of claim 6, wherein step (c) further comprises:
developing a list of top level indicators based upon identified customer needs that are critical to quality;
assigning weights to each top level indicator;
15 for each identified project, determining a numerical quantity indicating the relationship strength between the identified project and each top level indicator; and
using the assigned weights and the relationship strengths to calculate a score for each identified project.

9. The method of claim 6, wherein step (c) further comprises:
20 placing each identified project into a high priority matrix to maximize return on effort.

10. The method of claim 6, wherein step (c) further comprises:
ranking the identified projects in order of priority.

11. A method for increasing productivity of a business organization and customer satisfaction, comprising:

- (a) identifying core processes of the business organization;
- (b) designating employees of the business organization to be core process owners, who are accountable for increasing business productivity and customer satisfaction;
- (c) identifying and making an inventory of touchpoints;
- (d) identifying projects, based upon the inventory of touchpoints, to increase business productivity and customer satisfaction by eliminating or redesigning identified touchpoints;
- (e) validating and prioritizing projects based upon an analysis of customers' critical requirements and overall financial impact on the business organization;
- (f) rigorously executing the prioritized projects; and
- (g) measuring increases in productivity and customer satisfaction.

12. The method of claim 11, wherein step (c) further comprises:
entering identified touchpoints into a table;
listing modes of communication used to effect each touchpoint; and
classifying touchpoints as web-enabled and non-web-enabled.

13. The method of claim 12, wherein step (d) further comprises:
identifying project that convert non-web-enabled touchpoints into web-enabled touchpoints.

14. The method of claim 11, wherein step (e) further comprises:

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15. The method of claim 14, wherein step (e) further comprises:

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comprising:

a server computer;

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have been validated against customer needs that are critical to quality,

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screens, including:

- a core processes screen, listing identified core processes;
 - an individual core process screen, accessible from the core processes screen,
 - listing projects that have been identified for an individual core process; and
 - a project screen, accessible from the individual core process screen, displaying
- 5 data relating to an individual project.